



FOR IMMEDIATE RELEASE

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**Warm Coats for Kids Program provides
250 new winter coats to children in the region**

Eagle River Credit Union's Cooperative Social Responsibility (CSR) Program - GROW, supports charities and non-profit organizations that help make communities better, stronger, and more vibrant places to live, work, and do business. For the second consecutive year, the credit union has implemented the *Warm Coats for Kids Program*, an initiative aimed at ensuring children in need receive a brand-new winter coat.

"We are very pleased to be continuing our Warm Coats for Kids Program again this year," Shanti Samaroo, CEO of Eagle River Credit Union stated. "We recognize that this can be a difficult time of year financially for some families. By providing new coats to children, we hope that we are not only ensuring that they have protection from the cold temperatures, but that we are also boosting the confidence of each child and relieving some of the stress on their families."

To carry out this year's program, Eagle River Credit Union once again reached out to six non-profit organizations across the region: the Salvation Army in Deer Lake, the Northern Peninsula Family Resource Centre in St. Anthony, the Kids First Family Resource Centre in Port Saunders, the Southern Labrador Family Centre in Mary's Harbour, the Community Youth Network in L'Anse au Loup, and the Salvation Army in Happy Valley-Goose Bay. These organizations assessed the needs in their respective areas and provided their 'wish lists' for coats. "We are extremely delighted that we were able to meet the requests from these wonderful organizations by providing a total of 250 new winter coats, which is an increase from 188 new winter coats last year," explained Samaroo.

The purchase of warm winter coats for children is just one of the ways Eagle River Credit Union gives back to communities and makes a positive social impact throughout the region. The project is truly a team effort, embraced by the membership and supported fully by the Board of Directors and the employees in all six branches.

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